GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:4379
ANSWERED ON:21.04.2003
AID TO INDUSTRIES BY KVIC
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Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a) the detailed activities of Khadi and Village Industries Commission (KVIC) in the country, particularly Mumbai alongwithits benefits and scheme available for women and youths of the State;

(b) whether KVIC has planned to concentrate Mumbai for market exploitation; and

(c) if so, the details indicating financial support provided to industries/ entrepreneurs/ organizations in the State, if any?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANJAY GAUTAM)

(a): The main activities implemented by Khadi and Village Industries Commission in the country including Maharashtra, whichprovide benefit to women and youth alongwith other category of beneficiaries are as under :-

(i) Development of Khadi - KVIC provides financial assistanceto voluntary organization for undertaking production and sales activities under Khadi programme. For this purpose financialassistance under its Interest Subsidy Eligibility CertificateScheme (ISEC) is provided to NGOs through banking institutionswith interest subsidy from the budgetary source. The lion share of employment generated under Khadi programme goes in favour of rural women.

(ii) For the development of village industries a RuralEmployment Generation Programme (REGP) is being implemented for generating employment in the Rural sector for rural women and youth of the country, including Maharashtra State. Under this scheme, women entrepreneurs are provided 30% margin money for setting up of rural industries project for project costing upto Rs. 10.00 lakhs and 10% of the project cost over and above Rs. 10.00 lakhs upto Rs. 25.00 lakhs. Of 140481 in the country 16805 are located in Maharashtra States. The own contribution of women will be only 5% of the total project cost.

(iii) KVIC also undertakes various training activities, whichimparts training in Khadi and Rural Industries to the potential entrepreneurs/ artisans in the country including Maharashtra State. In all over the country, there are 42 training centers managed departmentally as well as non-departmentally; one is located at Borivali, Mumbai (Maharashtra). In addition, there are9 other training centers located in different parts of Maharashtra State.

(iv) KVIC also provides assistance for setting up of salesoutlets for the marketing of KVI products in the country bothdepartmentally as well as through implementing agencies. Out of 19 such departmental Khadi Gramodyog Bhavans (sales outlets) one islocated at Mumbai. The implementing agencies are also running their own sales outlets in the city of Mumbai. As per KVIC Act,its programmes are implemented in rural areas of the country, comprising in any village and includes the area comprised in any town, the population of which does not exceed 20,000. As such, the scheme is not implemented in Mumbai City.

(b): No specific plan has been made to concentrate on Mumbai for market exploitation of KVI products. However a brand promotional activity has been undertaken in Mumbai for Branded KVI productsunder Brand name `Sarvodaya` in a limited way like agarbatti, masala, pickles, honey, soap etc.

(c): Does not arise.